

Reading Pa - Hos E Smith

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400 NEWSBOYS LEARN THRIFT

OLD FRIEND GIVES AN INCENTIVE TO SAVE

More than 400 newsboys will be made happy at Christmas time by receiving another present from an old friend, a former newsboy.

A year ago this friend of the newsboys, who is one of Reading's successful business men, started the newsboys on the road to success by depositing a dollar for every one in the Berks County Trust Co.'s savings department. This was a wonderful incentive to the young men to save, and the majority of them have added to their accounts which have grown to large amounts.

The contributor, who does not care to have his name revealed, has added additional sums to a number of the accounts during the year as an incentive to spur the boys on to further efforts to increase their savings. A check will be sent out to every newsboy within the next few days, which they will be required to deposit in their savings accounts and those who have no accounts can start an account with the check they receive.

Eighty per cent. of the boys who started saving last year, have added to their deposits during the year, and many of them have now on deposit sums of \$100; others have \$50, \$75, \$80 and \$90. The plan has been a great success and this former newsboy has accomplished his object in teaching the boys to save.

In addition to contributing a dollar to each account this year, those who have discontinued their accounts will receive a dollar as a Christmas present with the hope that they will reopen and continue to save. He proposes to give to the three boys having the largest amounts on deposit an additional \$5. These boys have balances considerably over \$100, which they saved by depositing in small amounts periodically.

His Letter To The Boys.

A letter will be sent out to the boys, the sentiment of which expresses fully his keen interest in their welfare. The letter follows:

Dear Boys: It is a year now since I arranged with the Berks County Trust Co. to start a savings account for all the newsboys of the city. It gives me a great deal of pleasure to look over a list of the names and amounts of what you boys have on deposit on Dec. 1. Newsboy Ralph Bailey has the largest amount on deposit on that date. Some hustler. There are other boys very close to him, so watch out, Ralph, keep hustling if you want to keep at the top of the list.

There is also another boy, whose name I would like to mention. He is a hero. This newsboy was getting along fine, depositing regularly and had good prospects of passing the hundred dollar mark this year. However, his father got out of work, and it was up to this boy to help support the family. Naturally, he had to withdraw some of his savings. I am sure, however, the time will come when he will have a large bank account. Boys

this kind always have success, sometimes it seems a little slow coming.

Sorry to report there are a few boys who withdrew the dollar I deposited for them. These boys, if they are still newsboys, will have an opportunity to start another account. I hope this time they will not withdraw; if they do I will have to come to the conclusion that they will not be businessmen, and will always be living hand to mouth, with nothing saved for the "rainy day."

Boys, I think some of you ought to be more polite. You all have your customers. It's interesting to note how they pick you out daily to buy their paper. Sometimes a half dozen of you boys are on the same corner, yet your customer will insist on having his paper from you. Show your appreciation of this by using the words "Thank You." These two words ought to be to you just like the bell on a cash register. Smile when you say "Thank You," just like the boss of a store smiles when he hears the cash register. Let your mouth be the bell, and see how business picks up. Also show thrift in other ways beside saving money. Be good to your mother and be on the job promptly.

Merry Christmas and a Happy New Year to you all. Your friend,

A FORMER NEWSBOY.